

2018 MATE ROV COMPETITION MARKETING DISPLAY SCORE SHEET FOR RANGER AND EXPLORER

TEAM #:

JUDGE NAME: _____

COMPANY/SCHOOL NAME:

CIRCLE COMPETITION CLASS: RANGER or EXPLORER

MARKETING POSTER COMPONENT	SCORING CRITERIA and EXPLANATIONS						POINTS
COMPANY NAME AND SECTION HEADERS							
<p><u>Criteria:</u></p> <ul style="list-style-type: none"> Poster Header: (The ONLY personalized heading) Location: (Positioned DIRECTLY below the company name) Required Headers*: (<i>Abstract, Company Information, Design Rationale, Competition Theme, Company Evaluation / Market Assessment, Acknowledgments</i>) 	0	1	2	3	4	5	SECTION TOTAL (2 points)
Is missing MORE than one of the criteria: company name, location and/or any required headers	Is missing ONE of the criteria: company name, location, and/or any required headers	Includes ALL criteria: company name, location, and ALL required headers					
OVERALL VISUAL PRESENTATION							
<p><u>Criteria:</u></p> <ul style="list-style-type: none"> Aesthetically pleasing Logical progression & easy to follow Same font throughout, clear & easy to read from 1.5 m Header font consistent in size Section font consistent in size 	0	1	2	3	4	5	SECTION TOTAL (5 points)
Satisfies NONE of the criteria	Satisfies 1 out of the 5 criteria	Satisfies 2 out of the 5 criteria	Satisfies 3 out of the 5 criteria	Satisfies 4 out of the 5 criteria	Satisfies ALL 5 criteria		
Failed to use SI (Metric Units)	-1 point (Excluding the PVC fittings which are acceptable in inches / imperial units)						
Size of poster exceeds the 36 in x 48 in size restrictions	-5 points and ineligible for best poster award						
GRAMMAR AND SPELLING							
Overall quality of the written work including spelling and conventions.	0	1	2	3	4	5	SECTION TOTAL (5 points)
Significant errors distract from the readers' understanding	Many errors make it difficult to read or follow	Frequent errors which slightly impact readability	Occasional errors that do not impact readability	Minor errors that do not impact readability	No errors in spelling or grammar		
PHOTO CAPTIONS AND CREDIT							
<p><u>Criteria - for each photo:</u></p> <ul style="list-style-type: none"> Caption explaining the graphic and/or labelled features of the ROV Credit given to the photographer Source of image cited (<i>program, website, etc.</i>) Good quality image 	0	1	2	3	4	5	SECTION TOTAL (4 points)
No photos, technical drawings, or diagram	Images included but have no caption, photo credit, or source	All photos have captions and MOST credit the photographer and/or source	Most images are good quality. All images have captions and labels, credit the photographer, and/or source	All images are high quality. All images have captions and labels, credit the photographer and/or source			
*ABSTRACT							
<p><u>Criteria - in no more than 250 words, write a summary that:</u></p> <ul style="list-style-type: none"> Introduces your company Clearly explains how your company designed and built specialized tools for your ROV Describes how those tools help your ROV to complete the specific product demonstrations Connects the competition tasks to the real world 	0	1	2	3	4	5	SECTION TOTAL (5 points)
No abstract is included	Abstract is included, but it is not complete	Abstract is within the word limit and includes a vague or general description of how the tools are specific to the product demos	Abstract introduces the company, is within the word limit, and includes a vague or general description of how the tools are specific to the product demos	Abstract is within the word limit, introduces the company, provides a vague or general description of how the tools are specific to the product demos, and tries to connect the tasks to the real world	Abstract introduces the company, is within the word limit, provides a clear, strong description of how the tools are specific to the product demos, and relates the tasks to the real world		
*COMPANY INFORMATION							
<p><u>Criteria:</u></p> <ul style="list-style-type: none"> Photo(s) of all the staff (group or individual) Name(s) of all staff members Titles of all staff members (CEO, CFO, etc.) Qualifications for each staff (May include: grade, career goal, major, etc.) 	0	1	2	3	4		SECTION TOTAL (4 points)
None of the criteria are met	Satisfies 1 out of the 4 criteria	Satisfies 2 out of the 4 criteria	Satisfies 3 out of the 4 criteria	Satisfies all the criteria			

*DESIGN RATIONALE: NOTE: This should be the bulk of the Poster Display .								
Rationale should present: •The marketable features of the ROV & outline the vehicle's safety features. •Companies clearly explain the benefits of these design features. •The benefits of the design features should connect to the real life tasks the product demonstrations replicate.	0 No marketable or safety features are identified, no justification is provided, no connection to the product demo	1 Few marketable and safety features are identified, no justification is provided, no connection to the product demo	2 Some marketable and safety features are identified & the design choices are partially justified but not connected to the product demo	3 Marketable and safety features are identified and the design choices are partially justified with some connection to the product demo	4 Marketable and safety features are identified and the design choices are justified with some connection to the product demo	5 Marketable and safety features are well identified, the design choices are fully justified and connected to the product demo	6 Marketable and safety features are successfully identified, the design choices are fully justified and clearly connected to the product demo	SECTION TOTAL (11 points)
Vocabulary and phrasing	0 Overly technical, or difficult to follow by a non-technical audience	1 Generally understandable to a non-technical audience		2 Mostly understandable to a non-technical audience		3 Completely understandable to a non-technical audience		
Photos, diagrams, or sketches of the ROV's key design features		0 None included		1 Included but difficult to interpret or require technical knowledge to understand		2 Included and are understandable to a non-technical audience		
*THEME: JET CITY: Aircraft, Earthquakes & Energy								
The written response: •Describes how ROVs can be used to support the following STEM applications: earthquake research, aircraft recovery, tidal turbines installation and habitat restoration & monitoring. •Addresses either technical, economic, or socioeconomic issues. •Information synthesized but not plagiarized.		0 The theme is not addressed	1 A vague or unoriginal description of how ROVs are used in some but not all of the STEM applications	2 A general description of how ROVs are used in some but not all of the STEM applications	3 A detailed description of how ROVs are used in each of the STEM applications	4 An original and detailed description of how ROVs are used in each of the STEM applications		SECTION TOTAL (7 points)
Appropriately cite your references/sources	0 No sources cited		1 Some sources cited		2 Sources cited with a consistent format			
Photos, diagrams, or sketches	0 Does NOT include photos related to the use of ROVs and connected to the theme.			1 Includes photos related to the use of ROVs and connected to the theme.				
*COMPANY EVALUATION / MARKET ASSESSMENT								
The company answers the following questions: •How would you characterize the company's overall success? •What do you consider the strengths of your company and the ROV it designed? •What areas do you see needing improvement? •What was the most rewarding part of this experience? •What would you do differently next time?	0 None of the questions were answered	1 A vague attempt was made to answer some of the questions	2 Some questions are answered completely but other require more attention	3 Most of the questions are answered but more thought or effort could be made	4 All of the questions are answered but more thought or effort could be made	5 All of the questions were thoroughly & thoughtfully answered		SECTION TOTAL (5 points)
*ACKNOWLEDGMENTS								
The company: •Identifies companies, organizations, and/or individuals who provide financial, logistic, and/or moral support	0 Does not include acknowledgments		1 Includes acknowledgments but does not recognize MATE		2 Includes acknowledgments and recognizes MATE			SECTION TOTAL (2 points)
TOTAL MARKETING DISPLAY SCORE = /50 points								
COMMENTS:								